

This holiday season,  
**Gift Outside  
the Box!**

# Social Media Toolkit

A challenge for the public to reduce waste by thinking differently about how they shop for and give gifts during the holiday season.



[MontgomeryCountyMD.gov/GiftGreener](http://MontgomeryCountyMD.gov/GiftGreener)

#GiftGreener



# Gift Outside the Box



## How to use this toolkit

The toolkit is primarily for the dissemination of information related to reducing household waste during the holiday season.

The toolkit contains three sections for promoting the [Gift Outside the Box](#) campaign:

- Campaign Overview
- Campaign Resources
- Suggested Social Media Posts in English and Spanish

Thank you for helping us share information about this important campaign! Please feel free to share information about [Gift Outside the Box](#) on your social media platforms, newsletters, and websites.

## Gift Outside the Box Overview

The mission of the Department of Environmental Protection (DEP) is to enhance the quality of life in our community by protecting and improving Montgomery County's air, water and land in a sustainable way while fostering smart growth, a thriving economy and healthy communities.

Every year, the Montgomery County Department of Environmental Protection and their partners challenge County residents to reduce waste during the holiday season by thinking differently about how to shop for and give gifts.

**The amount of household waste in the U.S. increases an average of 25% between Thanksgiving and New Year's Day (EPA).** Wrapping paper, decorations, packaging, and leftover food (and sometimes even the gifts we buy), often don't last long and end up in the waste stream.

DEP's objective with the Gift Outside the Box campaign is to increase the public's awareness of the additional waste created during the holiday season and provide simple alternative choices for the public to choose from to minimize their contribution to this increase in waste.

## Campaign Resources

**Social Media Hashtag:** #GiftGreener

**Social Media Handle for Tagging and Following:**

Facebook: [@mygreenmontgomery](#)

Instagram: [@mygreenmc](#)

X (formerly Twitter): [@mygreenmc](#)

**Website:** <https://www.montgomerycountymd.gov/giftgreener>

**Graphics for Posts:** [Zip Folder with all graphics](#)

**Significant Campaign Dates:** Seasonal initiative from November 15 – January 1

## Suggested Social Media Posts

### Theme: Buy Local

**Facebook/Instagram/X:** When you visit County businesses and purchase locally made gifts 🎁, you help our economy, support jobs, AND you help the environment 🌍 by reducing fuel. It's a win-win! For local gift-giving ideas visit: [montgomerycountymd.gov/giftgreener](https://montgomerycountymd.gov/giftgreener) #GiftGreener

[Facebook/Instagram Graphic](#)

[X Graphic](#)

### Theme: Gift Experiences

**Facebook/Instagram/X:** Some of the best gifts 🎁 bring families and friends together, enrich us, and allow us to experience something new ✨. This year give the gift of an experience to share! For ideas to gift experiences, visit: [montgomerycountymd.gov/giftgreener](https://montgomerycountymd.gov/giftgreener) #GiftGreener

[Facebook/Instagram Graphic](#)

[X Graphic](#)

### Theme: Gift Greener

**Facebook/Instagram/X:** This holiday season we encourage you to consider the environmental impact of what and how we buy our gifts. Gifting greener 🌍 can mean buying from a local business or gifting reusable items. For resources and ideas for gifting greener, visit: [montgomerycountymd.gov/giftgreener](https://montgomerycountymd.gov/giftgreener) #GiftGreener

[Facebook/Instagram Graphic](#)

[X Graphic](#)

### Theme: Give Back

**Facebook/Instagram/X:** Giving back can mean giving to charity in someone's name or volunteering with family or a friend 🤝. Supporting a local charity embodies the true spirit of the holidays 🎁. For ideas to give back, including volunteering and donations, visit: [montgomerycountymd.gov/giftgreener](https://montgomerycountymd.gov/giftgreener) #GiftGreener

[Facebook/Instagram Graphic](#)

[X Graphic](#)

### Theme: Reduce, Reuse and Recycle

**Facebook/X:** Reduce waste, reuse materials, and recycle more during the holidays! You can reuse gift wrap and gift bags, gift reusable items like food storage bags, and shop at thrift stores for gifts! For tips to reduce waste and recycle ♻️ more, visit: [montgomerycountymd.gov/giftgreener](https://montgomerycountymd.gov/giftgreener) #GiftGreener

[Facebook/Instagram Graphic](#)

[X Graphic](#)

# Publicaciones Sugeridas para Redes Sociales

## Tema: Comprar Local

**Facebook/Instagram/X:** Cuando visita negocios del Condado y compra regalos hechos localmente 🎁, está ayudando a nuestra economía, apoya empleos, Y ayuda al medio ambiente 🌍 al reducir el combustible. ¡Todos ganan! Para ideas locales de regalos, visite [montgomerycountymd.gov/giftgreener](http://montgomerycountymd.gov/giftgreener) #GiftGreener

[Gráfico de Facebook/Instagram](#)

[Gráfico X](#)

## Tema: Regala Experiencias

**Facebook/Instagram/X:** Algunos de los mejores regalos 🎁 unen a familiares y amigos, nos enriquecen y nos permiten experimentar algo nuevo ✨. ¡Este año regala una experiencia para compartir! Para obtener ideas para regalar experiencias visite: [montgomerycountymd.gov/giftgreener](http://montgomerycountymd.gov/giftgreener) #GiftGreener

[Gráfico de Facebook/Instagram](#)

[Gráfico X](#)

## Tema: Regalo más ecológico

1. **Facebook/Instagram:** En esta temporada navideña te animamos a considerar el impacto ambiental de qué y cómo compramos nuestros regalos. Un regalo ecológico 🌍 puede ser comprar en un negocio local o regalar artículos reutilizables. Para obtener recursos e ideas para regalar más verde, visite: [montgomerycountymd.gov/giftgreener](http://montgomerycountymd.gov/giftgreener) #GiftGreener

[Gráfico de Facebook/Instagram](#)

2. **X:** En esta temporada navideña te animamos a considerar el impacto ambiental de qué y cómo compramos regalos. Un regalo ecológico 🌍 puede ser comprar en un negocio local o regalar artículos reutilizables. Para más ideas para regalar verde, visite: [montgomerycountymd.gov/giftgreener](http://montgomerycountymd.gov/giftgreener) #GiftGreener

[Gráfico X](#)

## Tema: Retribuir

1. **Facebook/Instagram:** Retribuir puede significar donar a la caridad en nombre de alguien o ser voluntario con familiares o amigos 🤝. Apoyar a una organización benéfica local es encarnar el verdadero espíritu de las fiestas. Para obtener ideas para retribuir, incluido el voluntariado y las donaciones, visite: [montgomerycountymd.gov/giftgreener](http://montgomerycountymd.gov/giftgreener) #GiftGreener
2. **X:** Retribuir puede significar donar a la caridad en nombre de alguien o ser voluntario con familiares o amigos 🤝. Apoyar a una organización benéfica local es encarnar el verdadero espíritu de las fiestas. Para más ideas para retribuir, visite: [montgomerycountymd.gov/giftgreener](http://montgomerycountymd.gov/giftgreener) #GiftGreener

[Gráfico X](#)

## Tema: Reducir, reutilizar y reciclar

1. **Facebook/Instagram:** ¡Reduzca los residuos, reutilice los materiales y recicle ♻️ más durante las fiestas! ¡Puede reutilizar envoltorios de regalo y bolsas de regalo, regalar artículos reutilizables de regalo como bolsas para alimentos y comprar regalos en tiendas de segunda mano! Para obtener consejos para reducir los desechos y reciclar más ♻️, visite: [montgomerycountymd.gov/giftgreener](http://montgomerycountymd.gov/giftgreener) #GiftGreener
2. **X:** ¡Reduzca los residuos, reutilice los materiales y recicle ♻️ más durante las fiestas! ¡Puede reutilizar envoltorios de regalo y bolsas de regalo, regalar artículos reutilizables y comprar en tiendas de segunda mano! Para más consejos, visite: [montgomerycountymd.gov/giftgreener](http://montgomerycountymd.gov/giftgreener) #GiftGreener

[Gráfico X](#)